(c) if not, the reasons therefor; and

(d) the steps taken by Government to redefine advertisements revenue rules for pay channels as it is unfair to force a viewer to watch advertisements along with the content he had paid for?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) There is no such proposal under consideration.

(b) Does not arise.

(c) and (d) Government is keeping a close watch on the situation relating to this issue and will take appropriate action as and when required.

**Outstanding dues of producers**

2330. SHRI AIMADUDDIN AHMAD KHAN (DURRU): Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan authorities have asked all the defaulting producers to clear their dues or quit;

(b) if so, the details in this regard indicating the cumulative amount of outstanding dues as on date, producers-wise;

(c) whether some of the producers have urged the Doordarshan authorities to review the order; and

(d) if so, the details thereof and the action taken by Government thereon?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD):(a) Yes, Sir.

(b) Prasar Bharati has infromed that the Prasar Bharati Board has decided that the defauting Producers have to give the payment plan on or before 15.08.2003, for the clearance of the outstanding dues in 24 equal instalments. If the producers fail to do so, they will not be allowed to telecast any programme on sponsored basis even on advance payment and will also not be considered for the allotment of commissioned programmes. The details of the dues as on 07.08.2003

of major defaulting agencies (Principal Amount) on National Channels, producer-wise as informed by Prasar Bharati are given in the Statement. (*See* below)

(c) Prasar Bharati has informed that they have not received any such request.

(d) Does not arise.

*Major defaulting agencies (Principal Amount) on National Channels*

(Rs. in Crores)

| Sr. No. | Name of Agency | Dues as on 7.8.2003 |
|---|---|---|
| 1 | NFDC<br>Nehru Centre, Worli, Mumbai | 61.16 |
| 2 | Creative Eye<br>Peeragarhi, Delhi | 12.00 |
| 3 | Shree Madhav<br>Khar (W), Mumbai | 11.56 |
| 4 | Multi Channel<br>Khar (W), Mumbai | 11.02 |
| 5 | Fame Comm.<br>Worli, Mumbai | 10.74 |
| 6 | Plus Channel<br>Andheri (W), Mumbai | 10.12 |
| 7 | Numero UNO<br>Juhu, Mumbai | 10.10 |
| 8 | Film Craft<br>Andheri (W), Mumbai | 6.49 |
| 9 | Nimbus Communication<br>K.G. Marg, New Delhi | 6.12 |
| 10 | Sagar Enterprises<br>Natraj Studio, Mumbai | 4.90 |

| Sr. No. | Name of Agency | Dues as on 7.8.2003 |
|---|---|---|
| 11 | Market Movers<br>Breech Candi, Mumbai | 3.11 |
| 12 | Drishti India<br>Andheri (W), Mumbai | 2.94 |
| 13 | Advance TV Network<br>Naraina, Delhi | 2.13 |
| 14 | Concept Advtg.<br>Jhandewalan, New Delhi | 1.88 |
| 15 | Guruji Advtg.<br>Preet Vihar, Delhi | 1.85 |
| 16 | B4U Multimedia<br>Andheri (W), Mumbai | 1.79 |
| 17 | Maya Ent.<br>Kandivli (E), Mumbai | 1.65 |
| 18 | MBM<br>Pali Hill, Bandra (W), Mumbai | 1.63 |
| 19 | Global Ent.<br>Greater Kailash, New Delhi | 1.61 |
| 20 | L.R. Ent.<br>Link Road, Malad (W), Mumbai | 1.55 |
| 21 | Pritish Nandy Comm.<br>Opp. Lion Gate, Mumbai | 1.54 |
| 22 | Anand Advtg.<br>Darya Ganj, Delhi | 1.40 |
| 23 | Pinky Advtg.<br>Kishan Polo Bazar, Jaipur | 1.34 |
| 24 | World Media<br>Jhandewalan, New Delhi | 1.32 |
| 25 | Media Asia<br>K.G. Marg, New Delhi | 1.22 |
| 26 | Magna Vision<br>Jungpura-B, New Delhi | 1.08 |

| Sr. No. | Name of Agency | Dues as on 7.8.2003 |
|---|---|---|
| 27 | Prabha Films<br>Vasant Kunj, New Delhi | 0.75 |
| 28 | Universal Communication<br>J.S.S. Marg, Mumbai | 0.73 |
| 29 | First Option Tele Films<br>Andheri (W), Mumbai | 0.72 |
| 30 | Kine Scope<br>Khar (W), Mumbai | 0.70 |
| 31 | Pas International<br>Inder Puri, Delhi | 0.60 |
| 32 | Reasonable Advtg.<br>Rajender Nagar, New Delhi | 0.60 |
| 33 | Aaliya Productions<br>K.G. Marg, New Delhi | 0.60 |
| 34 | Worldcom M/M<br>Vasant Kunj, New Delhi | 0.58 |
| 35 | Samvaad Video<br>Worli Sea Face Road, Mumbai | 0.53 |
| 36 | Jaya Advtg.<br>V.T. Mumbai | 0.49 |
| 37 | Balaji Telefilms<br>Andheri (W), Mumbai | 0.24 |
| 38 | Uranus<br>Khar (W), Mumbai | 0.46 |
| 39 | Copy Desk<br>Mayapuri, New Delhi | 0.45 |
| 40 | Global Vision<br>Laxmi Nagar, Delhi | 0.44 |
| 41 | Joslin Comm.<br>Rajori Garden, New Delhi | 0.42 |
| 42 | Cinema Vision<br>Jogeshwari (W), Mumbai | 0.35 |

| Sr. No. | Name of Agency | Dues as on 7.8.2003 |
|---|---|---|
| 43 | Tracer Advtg.<br>Mumbai | 0.33 |
| 44 | KLI [Moving Picture]<br>Jung Pura Extn. New Delhi | 0.16 |
| 45 | JOS Marketica<br>Khirki Extn., New Delhi | 0.31 |
| 46 | Network 7<br>Bellasis Road, Mumbai | 0.28 |
| 47 | Creative Channel<br>Lajpat Nagar, New Delhi | 0.28 |
| 48 | BAG Films<br>Green Park Extn., New Delhi | 0.28 |
| 49 | Lehar Pub. Service<br>Tula Ram Bagh, Allahabad | 0.27 |
| 50 | I D TV<br>Rani Jhansi Road, Delhi | 0.26 |
| 51 | Triton Comm.<br>Kalkaji, New Delhi | 0.25 |
| 52 | G.N. Comm.<br>East of Kailash, New Delhi | 0.25 |
| 53 | Innovision Film<br>Santacruz, Mumbai | 0.25 |
| 54 | Neerja Films<br>Rohtak Road, New Delhi | 0.23 |
| 55 | Translink Tele<br>Vasant Kunj, New Delhi | 0.22 |
| 56 | Star Gazer<br>Sukhdev Vihar, Okhla | 0.22 |
| 57 | W.D. Consumer<br>Nirlon House, Worli, Mumbai | 0.22 |
| 58 | Prime Time Media<br>Rajender Nagar, New Delhi | 0.20 |

| Sr. No. | Name of Agency | Dues as on 7.8.2003 |
|---|---|---|
| 59 | Paras Marketing<br>Ranjit Nagar, New Delhi | 0.19 |
| 60 | Asian AD Age<br>Green Park Extn., New Delhi | 0.19 |
| 61 | Corrum Comm.<br>South Extn., New Delhi | 0.18 |
| 62 | Advision Multimedia<br>Noida | 0.17 |
| 63 | HTA<br>Gurgaon, Haryana | 0.16 |
| 64 | Radha Publicity<br>Julbie Hills, Hyderabad | 0.13 |
| 65 | Bidhan Advtg.<br>Ellsbridge, Ahmedabad | 0.11 |
| 66 | Future Comm.<br>Goregaon, Mumbai | 0.11 |
| 67 | Magic Box<br>Andheri (W), Mumbai | 0.11 |
| 68 | Eternal Dreams<br>Oshiwara, Mumbai | 0.10 |
| 69 | Salvia<br>Geeta Colony, Delhi | 0.09 |
| 70 | A&A Films<br>Lajpat Nagar-IV, New Delhi | 0.09 |
| 71 | AK Int.<br>Greater Kailash-I, New Delhi | 0.09 |
| 72 | Time Megnatics<br>Versova, Mumbai | 0.07 |
| 73 | Govt. of Delhi<br>Delhi | 0.06 |
| 74 | Group Advtg. & Cons.<br>Tilak Marg, New Delhi | 0.04 |
| 75 | HMT<br>Bellari Road, Bangalore | 0.03 |
| 76 | Vigyapan<br>New Delhi | 0.03 |
| | TOTAL : | 186.86 |